

IN THE CLAIMS:

1.(currently amended): An advertisement supplying system for displaying a point which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network, comprising:

storage means for storing therein identification information of a customer and a point degree owned by the customer in relation to each other;

means for accepting identification information of a customer from a terminal apparatus of the customer;

means for acquiring the point degree owned by the customer from said storage means, said owned point degree being related to the accepted identification information of the customer; [[and]]

display point degree determining means for determining a point degree to be displayed in combination with the advertisement information based upon the acquired point degree owned by the customer; wherein

said display point degree determining means determines a degree of a point to be displayed based upon a relationship between the point degree owned by the customer and the display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by a customer increases, a point degree to be displayed decreases.

Claims 2-3. (cancelled)

4.(original): An advertisement supplying system as claimed in claim 1 wherein:

a minimum value of the point degree to be displayed is equal to 0.

5.(currently amended): An advertisement supplying system for displaying a point which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network, comprising:

storage means for storing thereinto identification information of a customer and personal information related to the customer in relation to each other;

means for accepting identification information of a customer from a terminal apparatus of the customer;

means for acquiring the personal information related to the customer from said storage means, said personal information being related to the accepted identification information of the customer; [[and]]

display point degree determining means for determining a point degree to be displayed in combination with the advertisement information based upon the acquired personal information related to the customer; wherein

said display point degree determining means determines a degree of a point to be displayed based upon a relationship between the point degree owned by the customer and the display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by a customer increases, a point degree to be displayed decreases.

6.(original): An advertisement supplying system as claimed in claim 5 wherein:

the personal information related to the customer corresponds to information as to at least any one of a sex of the customer, an age thereof, and a taste thereof.

7.(currently amended) An advertisement supplying system as claimed in claim 1 wherein:

a sort of point degree selected by the display point degree determined means ~~which can be displayed is previously determined~~; and

the display point degree determined by said display point degree determining means is selected from the sort of point degrees selected by the display point degree means ~~which can be displayed~~.

8.(currently amended): A computer readable medium for program product ~~capable of~~ causing a computer to function as an advertisement supplying system for displaying a point which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network, comprising the computer readable medium having encoded thereon computer codes which when executed on a processor perform the steps of:

~~a storage process for~~ storing into a storage means identification information of a customer and a point degree owned by the customer in relation to each other;

~~a process for~~ accepting identification information of a customer from a terminal apparatus of the customer;

~~a process for~~ acquiring the point degree owned by the customer related to the accepted identification information of the customer; and

~~a display point degree determining process~~ for determining a point degree to be displayed in combination with the advertisement information based upon the acquired point degree owned by the customer wherein;

said display point degree determining means determines a degree of a point to be displayed based upon a relationship between the point degree owned by the customer and the display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by a customer increases, a point degree to be displayed decreases.

9.(currently amended): A computer readable medium for program product capable of causing a computer to function as an advertisement supplying system for displaying a point which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network, comprising the computer readable medium having encoded thereon computer codes which when executed on a processor perform the steps of:

~~a storage process for storing~~ into a storage means identification information of a customer and personal information related to the customer in relation to each other;

~~a process for accepting~~ identification information of a customer from a terminal apparatus of the customer;

~~a process for acquiring~~ the personal information related to the customer, said personal information being related to the accepted identification information of the customer; [[and]]

~~a display point degree determining process for determining a point degree to be displayed~~
in combination with the advertisement information based upon the acquired personal information related to the customer; wherein

said display point degree determining means determines a degree of a point to be displayed based upon a relationship between the point degree owned by the customer and the display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by a customer increases, a point degree to be displayed decreases.

10. (new): A method of displaying a point in an advertisement supplying system which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network, the method comprising the steps of:

a) storing into a storage means identification information of a customer and a point degree owned by the customer in relation to each other;

b) accepting identification information of a customer from a terminal apparatus of the customer;

c) acquiring the point degree owned by the customer from said storage means, said owned point degree being related to the accepted identification information of the customer;

d) determining a point degree to be displayed in combination with the advertisement information based upon the acquired point degree owned by the customer using a display point degree determining means; wherein

said display point degree determining means determines a degree of a point to be displayed based upon a relationship between the point degree owned by the customer and the display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by a customer increases, a point degree to be displayed decreases.